



SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION & TOURISM

Tourism is a pillar of South Carolina's economy. After seeing 10 consecutive years of growth, tourism came grinding to a halt in spring 2020. With wavering consumer sentiment surrounding travel, tourism was one of the slowest sectors to recover, creating crushing challenges.



In 2021, an additional \$20 million from the state provided critical funding for strategic destination marketing to help revive the industry.



Additional funding in 2022 will allow South Carolina tourism to remain competitive with neighboring states and fill the gap created by the pandemic.

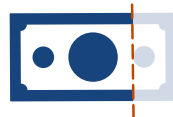


SC TOURISM'S OVERALL ECONOMIC IMPACT ¹

TOURISM WAS
AN ESTIMATED



\$24.4B
industry in 2019



\$18.5B
industry in 2020



TOURISM
SUPPORTS
APPROX
1 IN 10
JOBS IN SC

STATE + LOCAL TAX
COLLECTIONS
FROM TOURISM



\$1.8B
in 2019



\$1.4B
in 2020



HEADS IN BEDS ²

2021 Statewide Hotel
Revenue Per Available
Room: \$77.10

vs 2019 vs 2020



+4.3%



+75.5%

2021 Statewide Short-
term Rental Revenue Per
Available Room: \$203.78

vs 2019 vs 2020



+25.5%



+24.0%

2021 Statewide Hotel
Occupancy: 59.7%



-4.9%



+32.8%

FY2021 Estimated* Visitors
Served in SC Welcome
Centers: 677K



-15.4%



+22%



PEOPLE IN PARKS ³



FY2021 State Park
Revenue: \$45M

vs FY2019 vs FY2020



+73.7%



+47%

FY2021 was a record-breaking year for SC State Parks



FY2021 Campground
Occupancy: 62.3%

vs FY2019 vs FY2020



+18.1%



+17.1%



FY2021 Cabin
Occupancy: 71.3%



+23.4%



+17.5%



FEET ON FAIRWAYS ⁴



2021 Golf
Rounds
Played in SC

vs FY2019 vs FY2020



+13.4%



+13.6%



SC Hosted Four Major
Golf Tournaments in 2021:

- RBC Heritage | Hilton Head Island
- BMW Charity Pro-Am | Greenville
- Palmetto Championship at Congaree | Ridgeland
- PGA Championship at Kiawah | Kiawah Island

Outdoor recreation
has been booming
since spring 2020.

